



Introduction to the Website

By using Urban Forestry South EXPO (UFS), a user has access to the best and most current urban forestry¹ resources and information available. New information is constantly being added that increases the usefulness and knowledge that can be gained from this website.

Urban Forestry South EXPO is a content management system (CMS) that is designed to be participatory. This means that users of the website can and are encouraged to contribute content. Content is information that is cataloged and contained within the CMS.

If you are a new user of Urban Forestry South Expo you may want to read the other on-line user manual, **A Guide to UFS!**, which is available from a homepage link.

Content examples on the Urban Forestry South EXPO website include these items:

- a calendar event for a workshop or meeting,
- a research journal article on trees and ozone,
- a link to an urban forest council, or
- the name and address of a state U&CF coordinator, or
- a technology transfer resource (i.e. the national TT database, UFind®).

Only users that have registered on the website (i.e. joined) are permitted to create and submit content. Each registered user has a workspace; an area for creating, editing, and managing content items before they are sent (submission step) to a reviewer.

Note: Access to information on Urban Forestry South does not require users to join and login. All information cataloged onto the UFS website is available .

The process of adding an item (i.e. content) to UFS includes four steps: creation, submission, review and publication.

When you create an item for UFS, you are creating a catalog entry that provides a title, description, keywords, and additional information useful for retrieval, which is dependent on the type of content. You will also assign appropriate sub-topics to facilitate browsing.

Urban Forestry South EXPO's greatest strength lies in its ability to search the cataloged entries in the CMS, associate related content by broadly defined urban forestry topic areas, and display a list of additional related content based on keywords.

This strength and the resulting benefit to users will be enhanced if registered users follow some basic guidelines when adding content. All content, regardless of type, has a basic set of attributes (i.e. data entry fields) that should be consistently completed before submitting the content for publication on UFS.

A Short Glossary of Important Terms

A few definitions will help better understand the explanations that follow:

Browse	A method to list Urban Forestry South information (by title) based on a set of pre-defined topics and sub-topics. At Urban Forestry South, you will see this identified as 'Quick Click' in the left panel of each web page.
CMS	Content Management System; A system used to organize and facilitate collaborative content creation. Recently, the term

¹ Throughout this manual and the website, the term "urban forestry" (UF) may be used interchangeably with "urban & community forestry" (abbreviated U&CF or UCF). See FAQs for a definition.



	has been associated almost entirely with programs for managing the content of web sites. CMSs allow end-users (typically authors of some sort) to provide new content in the form of articles or other forms of information acceptable to the website.
Content	Information that is contained on/in the CMS; Urban Forestry South website examples of content include: a calendar event for a workshop or meeting, a research paper on trees and ozone, a link to an urban forest council, or name & address of a state U&CF coordinator.
Controlled vocabulary	Within UFS this refers to the sub-topic and the related topic lists. Sub-topic words and phrases cannot be created by users and are therefore "controlled" by UFS.
Create	The beginning of the process for adding content to Urban Forestry South. Registered users create content.
Information Owner	Anything placed onto Urban Forestry South; see Content. The registered user that added (i.e. created) the content to Urban Forestry South. Only the owner (or web site administrator) can edit, submit or retract this content.
Publish	On UFS this is the end of the process for adding content. A reviewer publishes content submitted that is acceptable for the website. Only when information is 'published' is it available for other website users to read, copy or download (as applicable). When used in this context, publish has no connection with the process of creating a printed (i.e. paper) copy.
Retract	The opposite of 'publish'. The owner of information may remove it from the website by 'retracting' it. This is done from the 'Review' tab.
Review	The third step in the process for adding content to Urban Forestry South. When a user submits content for consideration, a reviewer determines whether the information is acceptable and then either 'rejects' or 'publishes' the information.
Search	A method to locate and list Urban Forestry South information (by title) based on a search term (a word or words) entered by a user. Urban Forestry South uses the user's terms to search the title, description, author, and keywords that are associated with all content entered on/in the system (CMS).
Submit	The second step in the process for adding content to Urban Forestry South. Users submit content they have created to a reviewer to determine acceptability.
Workflow	The process of adding content to Urban Forestry South. This includes: creation, submission, review and publication.
Workspace	The folder where registered users store information (content) during the creation process prior to submitting it for review and publication.



Join (Register) and Login

In order to create and submit content for publication onto UFS, users must first “join” the website by providing a valid e-mail address. Other information requested during the “joining” process or from the “My Preferences” screen is optional.

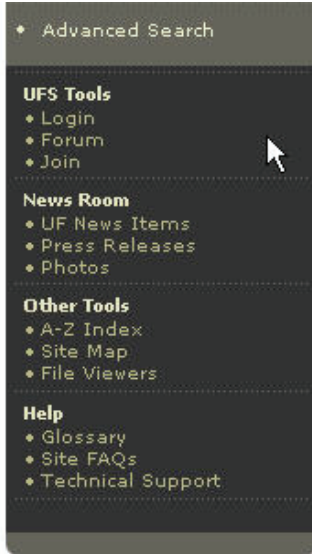
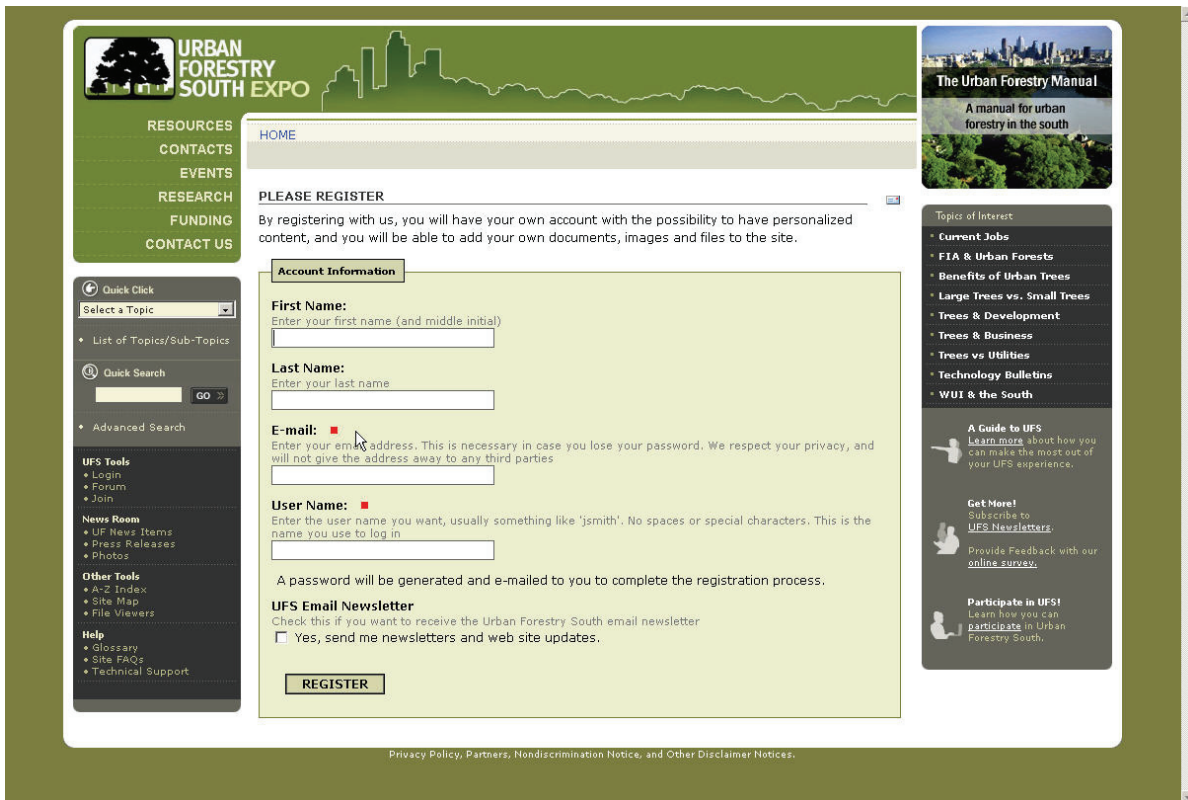


Image 1: User Actions Area: Join

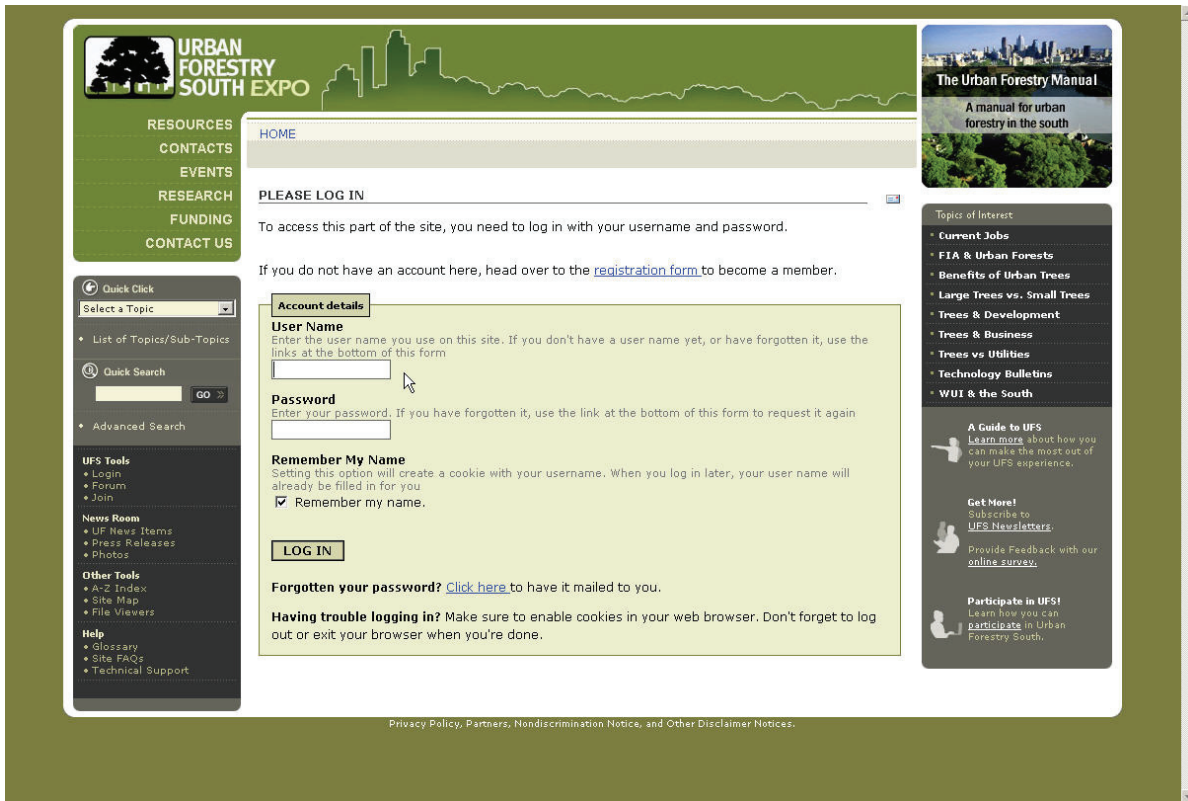
Begin the registration process by “clicking” on the **Join** link under **UFS Tools**.





At a minimum (**red** squares are required data entry fields), enter a valid e-mail address and create a user name for UFS. You may optionally enter your full name and also select to receive a monthly electronic newsletter that summarizes the new U&CF information that has been added to UFS. When you have completed registration data entry, “click” on the **Register** button at the bottom of the screen.

An initial password will be e-mailed to you. Use it to **login** from **UFS Tools**:



or from the User Actions area:



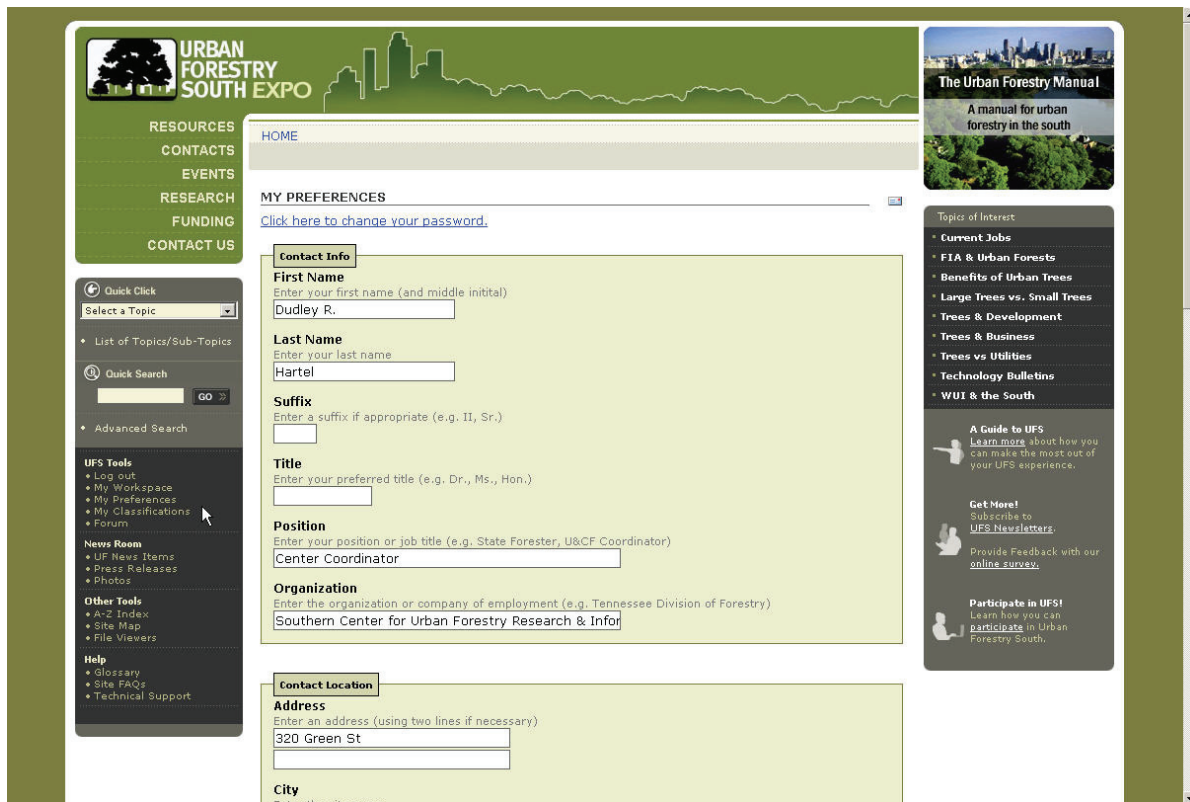


Urban Forestry South Tools

The **UFS Tools** area after a user logs in:



During your first "login", "click" on the **My Preferences** link under **UFS Tools** and complete as much personal information as desired.



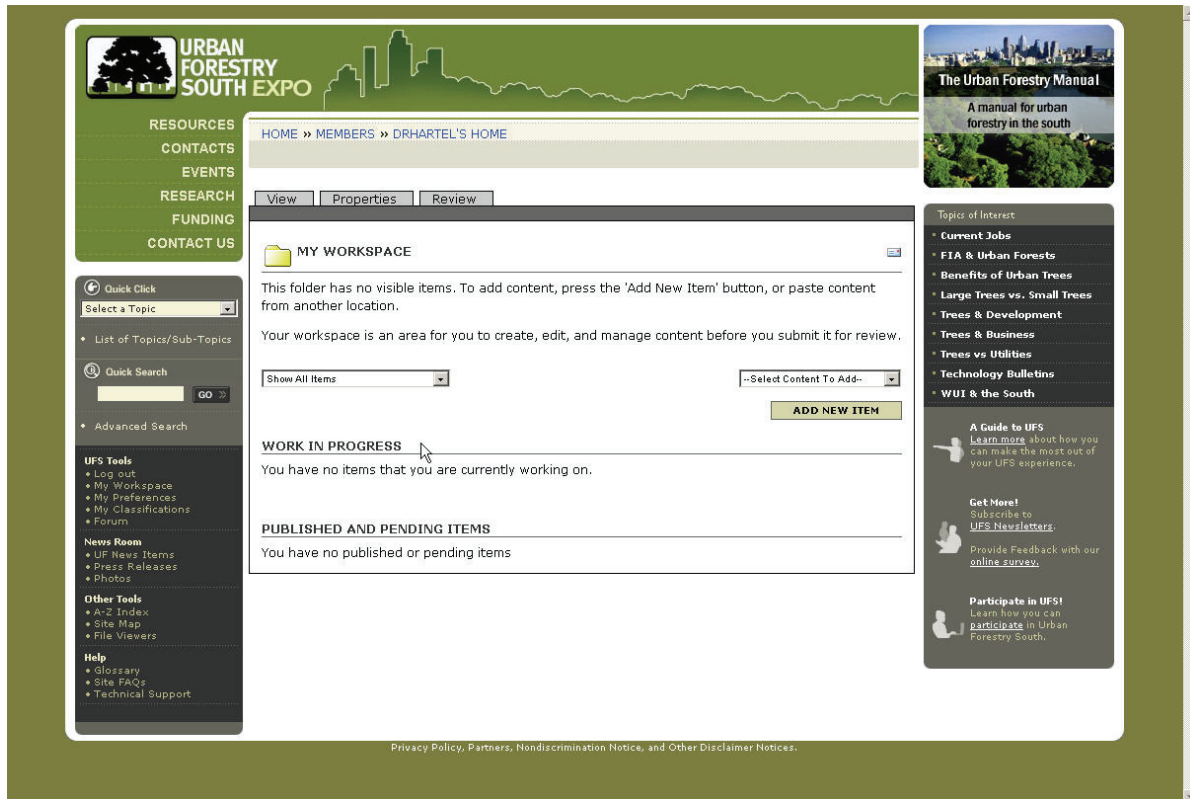
Scroll down the screen to make all desired entries and then "click" on the **Save** button at the bottom of the screen.



For convenience and easier recall, you should also change your password from the one randomly assigned.

My Workspace

Whenever you **login** to UFS, a **workspace** (accessible from the **UFS Tools** menu) will be available for creating and managing information that you would like to submit to UFS:



Your workspace will contain all of the content that you have created, but have not submitted for “publication” under the section entitled **Work In Progress**. Once you submit content to a reviewer, the content will appear under the section entitled **Published and Pending Items**.

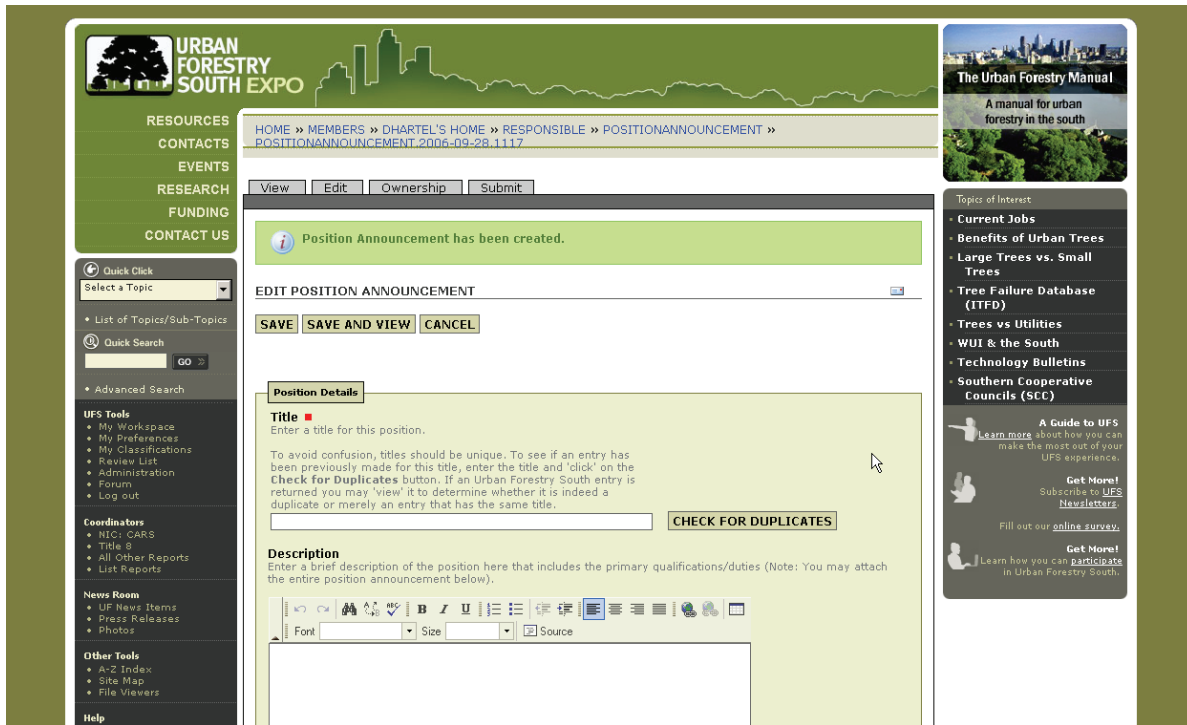


Creating Content – Position Announcements

Start the process of adding a **Position Announcement** (it will appear in the 'Current Jobs' list under 'Topics of Interest') by going to **My Workspace**.

In the right drop-down box "click" on SELECT CONTENT TO ADD, and select **Position Announcement**. "Click" on the ADD NEW ITEM button.

The **Position Announcement** EDIT screen will be displayed. The only mandatory item for a position announcement is the title, but obviously you should enter a brief description and at least one piece of contact information to make the announcement meaningful.



Guidelines for Content Attributes

Title:

For the **Position Announcement** content, use a format like:

URBAN FORESTRY COORDINATOR (MONTGOMERY, AL)

where the city and state are identified in the title in parenthesis and the remainder of the title describes the position.

For published research, books, conference proceedings (i.e. UFS's CITATION content type), and technology transfer products (UFS's TECHNOLOGY TRANSFER RESOURCE content type), the title should be entered exactly like the printed or electronic publication (or product).

For other content types, the title should be as short as possible, yet still adequately and uniquely name the information being cataloged.

Description:

Note: Data entry fields identified with a **red square** are required data entry fields.

City ■

The city in which the event will take place.



Succinct descriptions are most desirable, but they can actually be any length required to adequately describe the content. Any descriptions that are copied directly from another source (e.g. an abstract or introduction) should be placed within quotation marks. The source will be assumed to be that of the author or publisher of the content begin cataloged. Optionally, you may place some abbreviated indication of the source in brackets following the closing quote.

For example:

"In evaluating over 1,000 public spaces around the world, Project for Public Spaces (PPS) has found that successful ones have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit. PPS developed The Place Diagram as a tool to help people in judging any place, good or bad." [PPS website]

If the description is original (e.g. an annotation), then quotes should not be used, and you may (optionally) place your initials or other designation in brackets following the entry.

For example:

The current list of the general topics (26) and the detailed sub-topics used for the Urban Forestry South browse facility. [drh]

If the description contains both quoted and original material, use quotation marks and bracketed annotations as necessary.

Descriptions for **Position Announcements** are typically going to be the introductory description of the position provided by the agency.

An example:

"The Urban Forestry Coordinator maintains the city's urban forest. Work functions include inventorying, assessing and inspecting trees; coordinating tree placement, replacement and treatment; preparing and maintaining records of trees; and performing various administrative duties. The position is directly supervised by the Urban Forester. The Urban Forestry Coordinator is expected to handle various issues that may occur in the absence of the Urban Forester and is expected to handle duties assigned to the technician when the technician is absent. The complete job description may be obtained from the website or the Personnel Department (also attached below on 15Sep06). To qualify, candidates should possess a high school diploma or equivalent and four years of technical forestry and/or arboricultural experience, a bachelor's degree in urban forestry, forestry, arboriculture, environmental science or a closely related field, or an equivalent combination of education and experience." [from e-mail announcement]

Salary Range:
\$33,233 - \$47,309

Note, that in this example, I have added a salary range (as provided by the agency) to the description since there is no specific location on the EDIT screen to provide that information. **Bold** and *italic* formatting can be added for emphasis as needed.

Contact and Position Information:



Two blocks of attributes appear following the POSITION DETAILS section; CONTACT INFORMATION and POSITION INFORMATION.

For **Position Announcements** enter all available and appropriate contact information.

However, there are several options for entering the actual position description in the POSITION INFORMATION section:

1. It may have been entered in its entirety in the DESCRIPTION,
2. You may have a Internet link (i.e. URL) that can be used in the POSITION INFORMATION block of the EDIT screen,
3. You may have a Word document or PDF of the position description that can be attached,
4. Or, you may do any combination of these.

When using a URL, always enter an appropriate title for the URL that will become the link text which uses the standard Internet [blue underline](#) formatting. URL titles are usually suggested, but should be edited as appropriate for your position announcement.

Contact Information

Organization
Enter the name of the organization or company offering this position.

Contact
Enter the name of the individual to contact for questions.

Email
Enter the contact's e-mail.

Phone **Ext**
Enter the contact's telephone with only digits. Enter an extension if applicable.

Fax
Enter the contact's fax number.

Position Information

URL for Additional Information
Enter a URL where additional organization, position, or application materials are available.

URL Title
Enter a title for this URL.

Attachment
Browse and select a document to attach (e.g. full position description or application forms).

Keep existing file
 Delete current file
 Replace with new file:

Attachment Title
Enter a title for this attachment.

State/Region (Geographic Area):

Select the state(s) or region where this position will either have a main office or the area of the work.



Sub-topic Selection:

When creating or editing content, sub-topics are selected from the alphabetical listing by high-lighting and 'clicking' on the 'ADD EXISTING' button to move them into the 'SELECTED SUB-TOPICS' list on the right.

Other

Geographic Area
Georgia

Sub-Topics
Select existing sub-topics and click add sub-topics to add them to the selected sub-topics list.

Existing Sub-Topics
Best Management Practices (BMPs)
Biodiversity
Biographies
Biology (tree)
Boundary disputes
Buffers
Cabling
Canopy
Capital Assets
Carbon

Selected Sub-Topics
Best Management Practices (BMPs)

ADD EXISTING REMOVE SELECTED

Technical Rating
If appropriate, select the best description of this event's technical level.
No rating assigned

Keywords
Select existing keywords and click the add keywords button or type in new keywords one per line directly into the box. Enter keywords one entry per line.

Existing Keywords
5 year plan
SOU(s)
ABA
Abamectin
Abscession
Accelerated decay
Accomplishment Report
Accumulation
Acer
Acer negundo

Nyssa
Riparian

ADD EXISTING >

SAVE SAVE AND VIEW CANCEL

Sub-topics can only be selected from the left window; high-light and then click 'Add Existing'

Only select sub-topics that directly apply to the content being added; in general from 1 to 5 sub-topics would be appropriate.

For **Position Announcements**, ARBORICULTURE PROFESSION is the only required sub-topic required. Although, for some positions, it is possible that others could apply; for example:

- Organization (NGO)
- State U&CF Program

Keywords:

For **Position Announcements**, the keyword **POSITION AVAILABLE** has been created and is the only one necessary in most cases.

The user enters keywords directly into the right window. Keywords can be single words or multi-word phrases. Keywords are entered 1 per line (i.e. word or phrase) followed by the ENTER key. The first letter of the first word will be capitalized; all other letters will be lowercase unless the user specifically capitalizes them.

For example:

Growth
Growth control
Growth increments
Growth patterns
Growth rate
Growth regulation
Growth regulator



Growth regulators
Guangzhou
Guidelines
Gwinnett County
...
Quercus
Quercus nuttallii
SOD
Sudden Oak Death

Because keywords are used to locate related content, it is important to enter the significant words or multi-word phrases that will be used to relate this content to others within UFS.

Alternatively, keywords can be selected from the list provided. However, the list (in the left window) is provided primarily for three reasons:

1. To assist with correct spelling (assuming you or someone else has already correctly used the word or phrase);
2. To illustrate the range of word and phrase combinations that other users are entering;
3. To investigate the previous use of singular or plural forms of a keyword.

Always use a keyword in its singular form unless its most common usage is plural.

When entering scientific names (i.e. genus or species) use the following guidelines:

- Only enter words or multi-word phrases that are significant; in most cases genus will be sufficient in the keyword list; rarely would cultivars be appropriate in this list;
- If only common names for plants, insects or diseases were used in the title and/or description, enter the scientific names here;
- If scientific names were used in the title and/or description, then only the genus should be entered as a keyword.



Other

Geographic Area
Georgia

Sub-Topics
Select existing sub-topics and click add sub-topics to add them to the selected sub-topics list.

Existing Sub-Topics	Selected Sub-Topics
Best Management Practices (BMPs)	Best Management Practices (BMPs)
Biodiversity	
Biographies	
Biology (tree)	
Boundary Disputes	
Buffers	
Cabling	
Canopy	
Capital Assets	
Carbon	

ADD EXISTING REMOVE SELECTED

Technical Rating
If appropriate, select the best description of this event's technical level.
No rating assigned

Keywords
Select existing keywords and click the add keywords button or type in new keywords one per line directly into the box. Enter keywords one entry per line.

Existing Keywords	Keywords
15 year plan	Nyssa
501(c)(3)	Riparian
ABA	
Abamectin	
Abscission	
Accelerated decay	
Achievement Report	
Accumulation	
Acer	
Acer negundo	

ADD EXISTING >

SAVE SAVE AND VIEW CANCEL

You can view and/or select keywords from the left window

You can enter keywords directly into this window



Completing Your Position Announcement

Save The Position Announcement:

Once you have entered all or a significant portion of the attributes for the **Position Announcement**, "click" on the **SAVE AND VIEW** button.

Sub-Topics
Select existing sub-topics and click add sub-topics to add them to the selected sub-topics list.

Existing Sub-Topics
Abiotic Factors
Aesthetics
Agroforestry
Air Quality/Pollution
ANSI Standards
Appraisal and Valuation
Arboricultural Profession
Asset Management
Asthma
Benefits (general/multiple)

ADD EXISTING

Selected Sub-Topics
Arboricultural Profession

REMOVE SELECTED

Keywords
Select existing keywords and click the add keywords button or type in new keywords one per line directly into the box.

Existing Keywords
5 year plan
501(c)(3)
ABA
Abamectin
Abbey
Abiotic factors
Abiotic stress
Abscission
Academic underachievement
Accelerated decay

ADD EXISTING >

Selected Keywords
Position available

SAVE **SAVE AND VIEW** **CANCEL**

Privacy Policy, Partners, Nondiscrimination Notice, and Other Disclaimer Notices.



The VIEW screen will appear and you can review the information you have entered for completeness and accuracy. If changes are needed, "click" on the EDIT button and make those changes.

URBAN FORESTRY SOUTH EXPO

RESOURCES
CONTACTS
EVENTS
RESEARCH
FUNDING
CONTACT US

HOME » MEMBERS » DRH_MEMBER » URBAN FORESTER (ATHENS, GA) - TEST

View Edit Submit

Your changes have been saved. When all edits are complete, use the 'Submit' tab to send the Position Announcement to a reviewer.

URBAN FORESTER (ATHENS, GA) - TEST

Location: Athens, GA (US)

"The Urban Forester maintains the city's urban forest. Work functions include inventorying, assessing and inspecting trees; coordinating tree placement, replacement and treatment; preparing and maintaining records of trees; and performing various administrative duties. The position is directly supervised by the Urban Forester. The Urban Forestry Coordinator is expected to handle various issues that may occur in the absence of the Urban Forester and is expected to handle duties assigned to the technician when the technician is absent. The complete job description may be obtained from the website or the Personnel Department (also attached below on 15Sep06). To qualify, candidates should possess a high school diploma or equivalent and four years of technical forestry and/or arboricultural experience, a bachelor's degree in urban forestry, forestry, arboriculture, environmental science or a closely related field, or an equivalent combination of education and experience." [from e-mail announcement]

Salary Range:
\$33,233 - \$47,309

Contact:
USDA Forest Service
Dudley Hartel
dhartel@fs.fed.us
(706) 559-4236

[Click here for additional organization/position information](#)

[Click to open, view, print and/or save this position description as a PDF file \(PDF document\)](#)

Sub-Topics: Arboricultural Profession

State(s)/Region(s): Georgia

The Urban Forestry Manual
A manual for urban forestry in the south

Topics of Interest:
• Current Jobs
• Benefits of Urban Trees
• Large Trees vs. Small Trees
• Tree Failure Database (ITFD)
• Trees vs Utilities
• WUI & the South
• Technology Bulletins
• Southern Cooperative Councils (SCC)

A Guide to UFS
Learn more about how you can make the most out of your UFS experience.

Get More!
Subscribe to UFS Newsletters

Fill out our [online survey](#).

Get More!
Learn how you can [participate](#) in Urban Forestry South.

User Actions:
• Add To Collection
• Create New Collection

The VIEW screen you see will be exactly like what any *Urban Forestry South EXPO* user will see when they retrieve this information with the exception of the VIEW, EDIT, and SUBMIT buttons at the top of the screen.



Submitting the Position Announcement for Review & Publication:

Once the position is adequately describe, “click” on the SUBMIT button to send this content to a reviewer.

On the Submit (or Review) screen you may enter a message to the website content reviewer (as desired or necessary), or just “click” on the Send This CONTENT To A REVIEWER button.

The screenshot shows the 'Publishing Process: Sending Your Position Announcement to a Reviewer' page. At the top, there are navigation links: HOME » MEMBERS » DRH_MEMBER » URBAN FORESTER (ATHENS, GA) - TEST. Below this are buttons for View, Edit, and Submit. The main heading is 'PUBLISHING PROCESS: SENDING YOUR POSITION ANNOUNCEMENT TO A REVIEWER'. The text explains the four-step process: creation, submission, review, and publication. It states that once a position announcement is created, it must be submitted to a reviewer. During the review process, the announcement is removed from the user's workspace. Two possible outcomes are listed: 1. If additional editing is required, the reviewer will return the announcement to the user's workspace. 2. If the announcement is acceptable, it will be published. A note mentions that users will be notified by email of any status changes. A 'Status' box indicates the item is currently in the 'workspace' and must be sent to a reviewer to complete the process. Below this is a section for 'Changing The Status Of This Content' and 'Comments To The Reviewer', which includes a text input field. At the bottom of the main content area are two buttons: 'SEND THIS CONTENT TO A REVIEWER' and 'CANCEL AND RETURN TO CONTENT VIEW'. The left sidebar contains a navigation menu with categories like RESOURCES, CONTACTS, EVENTS, RESEARCH, FUNDING, and CONTACT US. The right sidebar features a 'Topics of Interest' section with links to Current Jobs, Benefits of Urban Trees, Large Trees vs. Small Trees, Tree Failure Database (ITFD), Trees vs Utilities, WUI & the South, Technology Bulletins, and Southern Cooperative Councils (SCC). There are also sections for 'A Guide to UFS' and 'Get More!' with links to newsletters and online surveys.

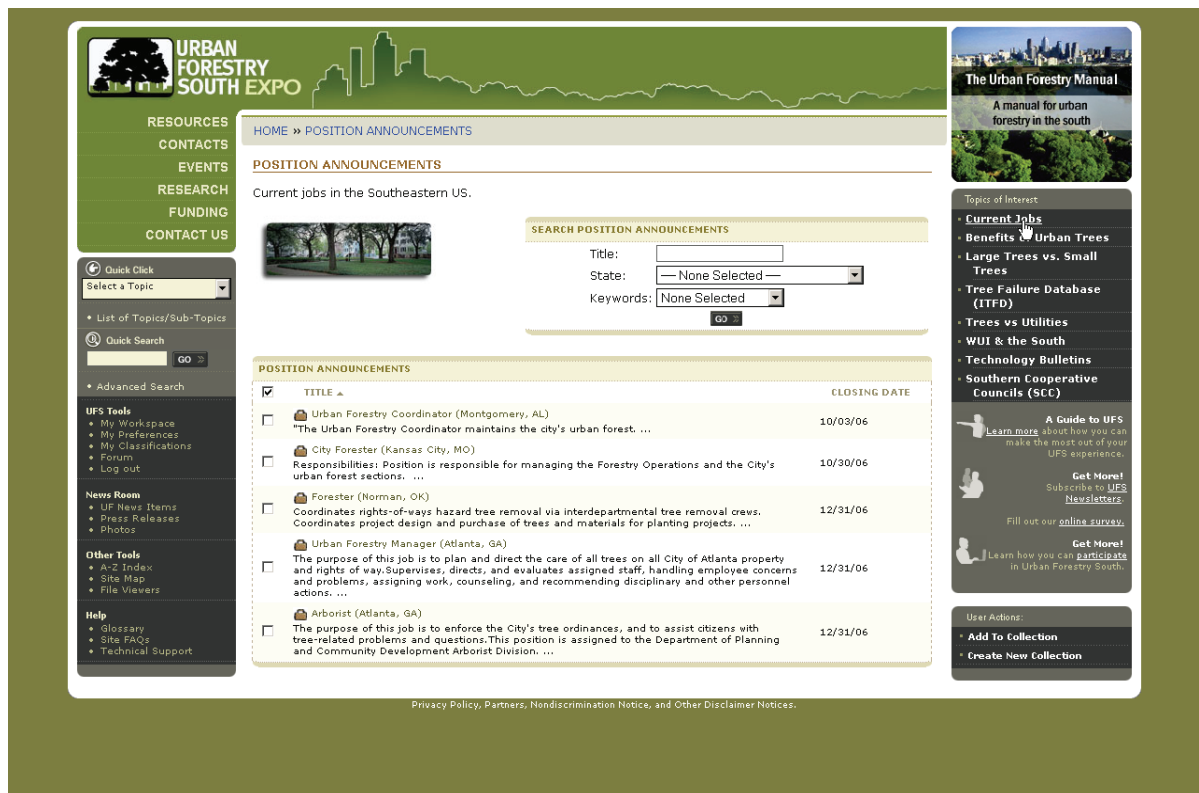


The Publication Process:

Once submitted, a reviewer will verify the appropriateness of the information for our website, and then either “publish” the information or send it back to the member that submitted it with comments for modifications needed.

When “published”, the content will be available for searching, browsing (under the sub-topic ARBORICULTURAL PROFESSION and others that you may have selected), in the A-Z INDEX, and will also show up on the HOME PAGE as NEW @URBAN FORESTRY SOUTH.

In addition, a **Position Announcement** will be retrieved when someone selects CURRENT JOBS in the TOPICS OF INTEREST panel on the right of the screen.



A Word About Searches:

Users at *Urban Forestry South EXPO* can enter a search term (a word or words) to locate content (e.g. a **Position Announcement**).

Urban Forestry South uses the user’s terms to search the **title, description, author, and keywords** that are associated with all content entered on/in the system.